Convenience Meals Optimal & Retrofit Stores – Semi Permanent POS

On show from 22 | April | 2026

To report any missing or damaged POS items in your weekly In-store Marketing Packs please complete the Request for In-store Marketing form online at https://goo.gl/Z5VSXd

You can also use this form to update your EAS Gate, Event Pelmet and all of your Aerial requirements.

In-store Marketing Guide for Paper & ESL Stores

Convenience Meals

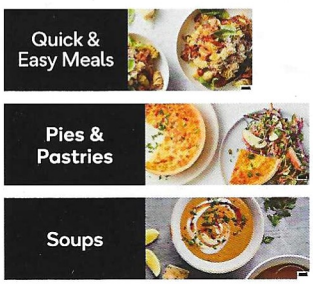
Pre-launch posters
On show 22/4/26 – 12/5/26

❑ A2 poster – Front of store

Place on available wall or window space at the front of the store.

❑ A4 posters x 4 – Chilled fridges

Place on available columns or sides of fridges in location of prepared meals where the new ranges will be merchandised.



Chilled

Meat Value Added Protein

❑ Remove any existing signs across Chilled and Meat Value Added Protein

Remove existing G Track/Gantry and Street signs across the following areas. Refer to examples shown on the left.

Chilled:

- × ❑ Quick & Easy Meals
- × ❑ Pies & Pastries
- × ❑ Soups
- × ❑ Ready Meals
- × ❑ Pizza

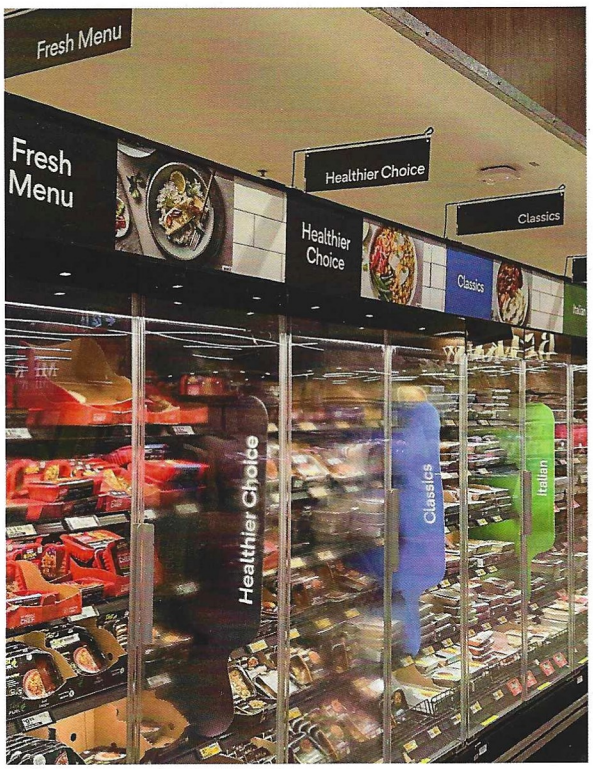
Meat Value Added Protein:

- × ❑ Dinner made easy
- × ❑ Quick, tasty meals
- × ❑ Mid week dinner hero
- × ❑ Ready to BBQ
- × ❑ Great for the BBQ
- × ❑ Flamed favourites

Note: Images used throughout this guide are visual representations of POS only and not intended or reflective of products or merchandising standards.

Convenience Meals – Semi Permanent POS

High profile chillers
On show from 22/4/26



❑ G Track inserts

Follow image on the left for correct setup for the convenience meals areas below.

Note: Put the G Track insert at the left hand side at the start of the first bay of the planogrammed area:

- ❑ Deli – Prepared Meals
  - ❑ Ultra Fresh = Fresh Menu
  - ❑ Health = Healthier Choice
    (Make sure this sign sits above health products only)
  - ❑ Classic = Classics
  - ❑ Italian = Italian
  - ❑ Asian/Indian = Taste of Asia
- ❑ Deli – Pizza = Pizza
- ❑ Deli – Chilled Pies and Pastries = Pies & Pastries
- ❑ Deli Salads & Soups = Soups & Salads
- ❑ Dairy – Chilled Meal Components = Pasta
- ❑ Produce – Value Added Veg = Prepared Veggies
- ❑ Meat Value Added Protein = Ready to Cook
- ❑ Meat Value Added Protein = Ready to BBQ

Note: If you have Ultra Fresh/Fresh Menu on an end see set up on page 5.

Please refer to Examples 1 and 2 on page 7.

Scan for how to install the Bay Dividers

❑ Bay Dividers

Follow image on the left for correct setup for the convenience meals areas above. Insert a bay divider for each category at the left hand side of the first bay of the planogrammed area.

Note: If you have Ultra Fresh/Fresh Menu on an end see set up on page 5.

Note: Recommend inserting Bay Dividers before merchandising the area. They need to fit between the shelves with the tabs at the back of the divider lined up and clicked firmly down into place with the back of the track of the shelves. Ensure dividers are level across the fixture.

❑ Street signs

Follow image on the left for correct setup for the convenience meals areas above. Install street signs, using the street sign arms supplied. Affix on the left hand side of the first bay of the planogrammed area.

Note: you will need a red step to set these up.

Convenience Meals – Semi Permanent POS

Low profile chillers
On show from 22/4/26

❑ Gantry inserts

Follow image on the left for correct setup for the convenience meals areas below.

Note: Put the Gantry insert at the left hand side at the start of the first bay of the planogrammed area:

- ❑ Deli – Prepared Meals
  - ❑ Ultra Fresh = Fresh Menu
  - ❑ Health = Healthier Choice (Make sure this sign sits above health products only)
  - ❑ Classic = Classics
  - ❑ Italian = Italian
  - ❑ Asian/Indian = Taste of Asia
- ❑ Deli – Pizza = Pizza
- ❑ Deli – Chilled Pies and Pastries = Pies & Pastries
- ❑ Deli Salads & Soups = Soups & Salads
- ❑ Dairy – Chilled Meal Components = Pasta
- ❑ Produce – Value Added Veg = Prepared Veggies
- ❑ Meat Value Added Protein = Ready to Cook
- ❑ Meat Value Added Protein = Ready to BBQ

Note: If you have Ultra Fresh/Fresh Menu on an end see set up on page 5.

Please refer to Examples 3 and 4 on page 8.

❑ Bay Dividers

Follow image on the left for correct setup for the convenience meals areas above. Insert a bay divider for each category at the left hand side of the first bay of the planogrammed area.

Note: If you have Ultra Fresh/Fresh Menu on an end see set up on page 5.

Note: Recommend inserting Bay Dividers before merchandising the area. They need to fit between the shelves with the tabs at the back of the divider lined up and clicked firmly down into place with the back of the track of the shelves. Ensure dividers are level across the fixture.

Scan for how to install the Bay Dividers

Convenience Meals – Semi Permanent POS

Fresh Menu ends
On show from 22/4/26

❑ End – High profile

Follow the image to the left, set up with:

- ❑ Extended G Track (1190x300)
- ❑ Side panels on each side
- ❑ SEL maxi stripping – slide into clear data strip

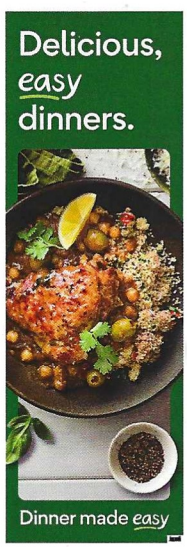
Note: You may have to trim the strip to size

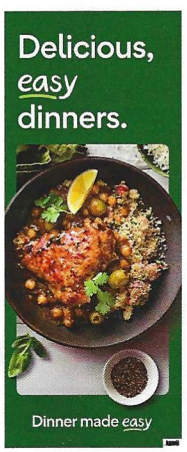
❑ End – Low profile

Follow the image to the left, set up with:

- ❑ Gantry insert
- ❑ Side panels on each side
- ❑ SEL maxi stripping - slide into clear data strip

Note: You may have to trim the strip to size





Scan for how to install the Bay Dividers

❑ Installing side panels

To start, ensure the Promo end side panel glass is free of dust, grease, moisture or dirt.

- ❑ Once the side panel glass is clean & dry, unpack the perspex panel and peel back the double sided tape backing on each side of the back
- ❑ Line up the panel to the glass ensuring it will fit within the frame size
- ❑ Slowly stick the panel on and press firmly along each side and corners to ensure good adhesive contact
- ❑ Once firmly stuck, slide in the side panel signage

Convenience Meals – Semi Permanent POS

Meals Inspo ends
On show 18/3/26 – 23/6/26

❑ Meals Inspo end – High profile

Follow the image to the left, set up with:

- ❑ Extended G Track (1190x300)
- ❑ Side panels on each side
- ❑ SEL maxi stripping - slide into clear data strip

Note: You may have to trim the strip to size

❑ Meals Inspo end – Low profile

Follow the image to the left, set up with:

- ❑ Gantry insert
- ❑ Side panels on each side
- ❑ SEL maxi stripping - slide into clear data strip

Note: You may have to trim the strip to size

❑ Meals Inspo in run

If you have a Meals inspo bay in the run set up with:

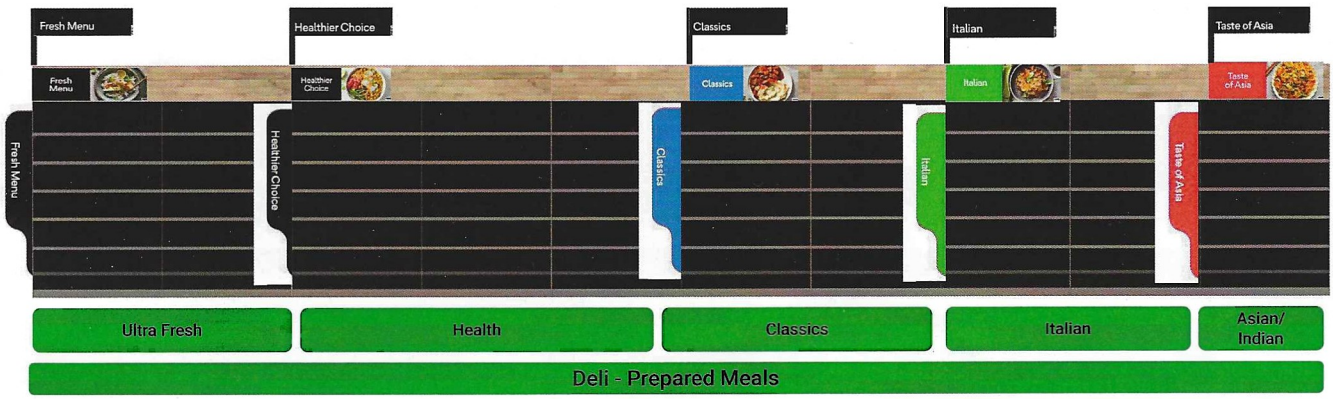
- ❑ Black & White Dinner Made Easy G track or gantry insert

Convenience Meals – Semi Permanent POS

Example of a 6 Bay Deli-Prepared Meal Planogram (High Profile)
Always put your street sign, divider and G Track on the left of the start of each area.

Note: If you have more than one bay for an area in your planogram (as pictured for Health below) insert the Gtrack sign in the first bay on the left and leave the next bay blank.

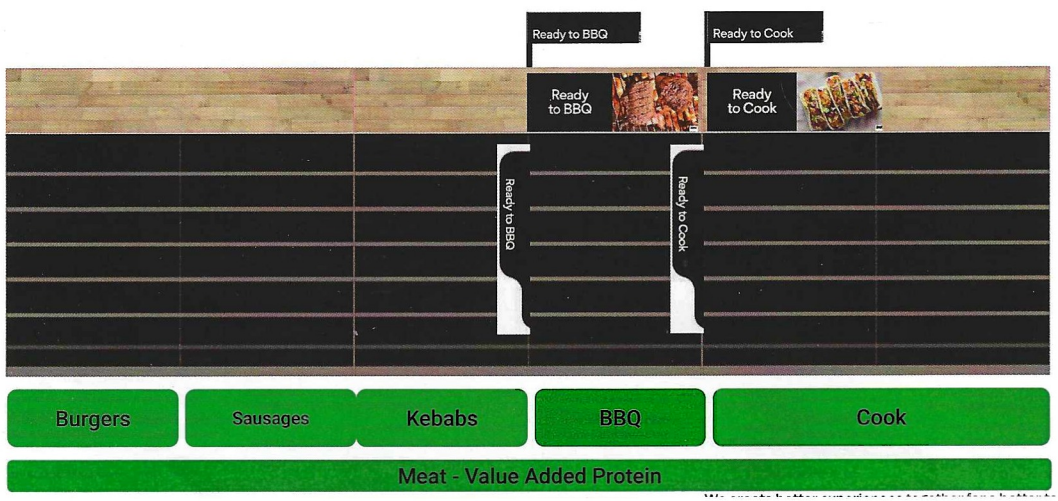
Example 1:



Example of a 6 bay Meat - Value Added Protein (High Profile)
Always put your street sign, divider and G Track on the left of the start of each area.

Note: If you have more than one bay for an area in your planogram (as pictured for Ready to cook below) insert the Gtrack sign in the first bay on the left and leave the next bay blank. Burgers, Sausages and Kebabs will also be left blank for high profile.

Example 2:

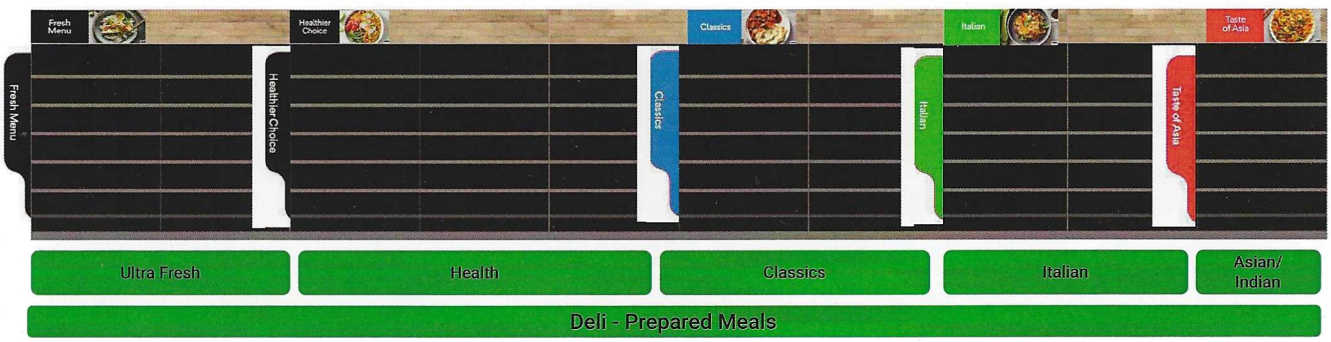


Convenience Meals – Semi Permanent POS

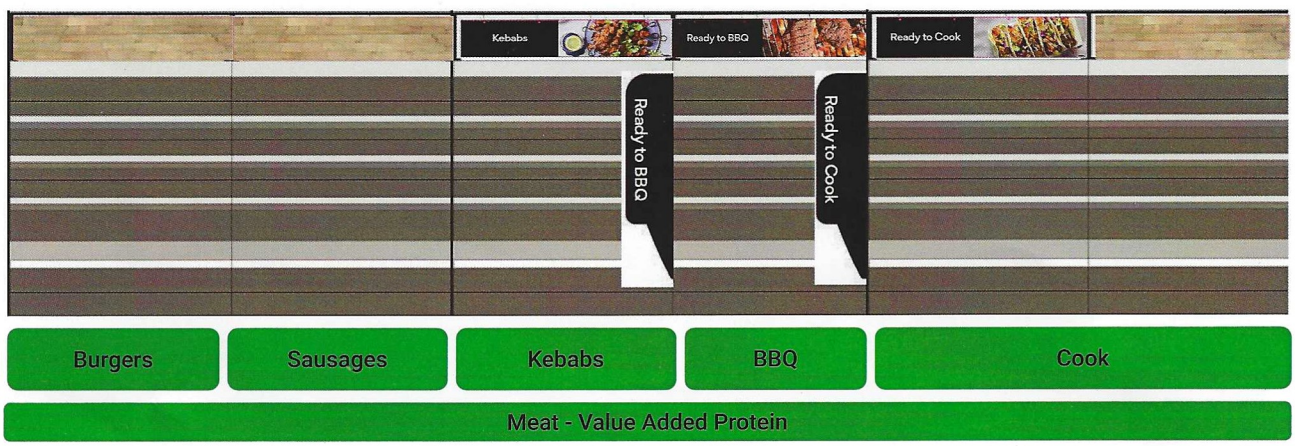
Example of a 6 Bay Deli-Prepared Meal Planogram (Low Profile)
Always put your divider and gantry sign on the left of the start of each area.

Note: If you have more than one bay for an area in your planogram (as pictured for Health below) insert the gantry sign in the first bay on the left and leave the next bay blank.

Example 3:



Example of a 6 bay Meat - Value Added Protein (Low Profile)
Always put your divider and gantry sign on the left of the start of each area.

Note: If you have more than one bay for an area in your planogram (as pictured for Ready to Cook below) insert the gantry sign in the first bay on the left and leave the next bay blank. Burgers and sausages will also be left blank for low profile.

Example 4: